

## **Interagency Coordinating Council Committee Meeting Minutes**

**Committee: Public Awareness**

**Date: March 22, 2001**

**Recorder: Pat Winget**

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Members Present: Elaine Schneider (Co-Chair), Gwen Aldridge, Nenita Herrera -Siocco, Martha Sanchez (Co-Chair), Zelna Banks, Stephanie Pringle Fox, Shirley Stihler

Members Not Present: Hedy Hansen, Sharon Savory -Gould

DDS Liaison: Pat Hastings

Guests: Kathleen Colvin, Pat Winget

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**1) Introductions** – Self-introductions were made.

**2) Agenda Review** — The following items were added to the printed agenda:

- Foster care outreach
- Orientation strategies for new ICC/Community members
- Follow-up on prior activities

**3) Approval of January Minutes**

The minutes were approved with following additions/corrections: Stihler, add Elaine Schneider as present, WestEd Center for Prevention & Early Intervention; full ICC minutes: Strategic Plan 2000-2003

**4) PA Committee Goals and Objectives**

The committee reviewed the ICC-approved California Early Start Strategic Plan for Public Awareness and Outreach 2000-2003. The committee was joined by ICC Chairman Dr. Mac Peterson who addressed the question of orientation for new ICC and community members. Dr. Peterson said it has been two years since any new members were appointed. He suggested updating the current notebook, including ICC bylaws and federal and state early intervention regulations. The committee discussed mentoring new members. Dr. Peterson recommended that the committee bring forward this idea to the full ICC as a suggestion.

After a comprehensive discussion, the following goals and objectives for the current fiscal year and beyond were set for the committee.

### **PUBLIC AWARENESS COMMITTEE Goals and Objectives for September 2000-August 2001**

- ◆ Media Kit
  - Define purpose; Gather strategies, ideas, samples
- ◆ Develop Dissemination and Outreach Strategies for Referring Professionals
  - Foster care system
    - Determine entities to address outreach
  - Substance Abuse & Perinatal Programs
- ◆ Orientation for ICC members-
  - Review draft FRCN and current ICC orientation binders
  - Develop recommendations for mentoring new ICC members & community representatives
    - to be accomplished by a workgroup of PAC (Nenita, Martha and Stephanie)
- ◆ Personnel Recruitment-
  - Develop strategies for dissemination & outreach for recruitment brochure

## **Goals and Objectives for Beyond FY 2000-2001**

- ❖ Develop Dissemination and Outreach Strategies
  - Hard-to-reach populations
  - Health care professionals
  - Referring professionals
  - Child Care providers
  - Interagency partners
- ❖ ICC Calendar
  - Gather samples/share ideas
- ❖ Evaluation of effectiveness of outreach efforts
  - Provide input regarding needed information

### **5. Outreach Efforts**

Stephanie reported on the recent presentation entitled *Strategies, Tips & Tools for Providing Public Awareness and Outreach in Your Community*, which was presented at the Third Annual Family Resource Center Network Conference, Feb. 26, 2001. Handouts, activities and participant packet information were shared. Stephanie said PAC members are welcome to use and adapt any of these materials.

The committee discussed the need to determine who the Media Kit is aimed at in order to determine what materials need to be included. The use of existing materials, overview information and examples of how to adapt and localize specific materials were suggested. Committee members also suggested incorporating various outreach strategies, especially for diverse linguistic and cultural populations.

### **6. State Updates**

**Department of Developmental Services** — Pat Hastings reported the 1998-1999 Early Start Annual Report received an Honorable Mention Award from the Sacramento Public Relations Association. Pat and Cheryl Holden will draft updates for the next Annual Report for committee chairs to review.

Governor Davis proclaimed March as Early Start month. The Governor's Proclamation is available on the DDS website. A Press Release (see attached) was distributed to over 100 major television stations and newspapers.

Early Start PSA- The Health and Human Services Agency decided the PSA should be translated into Spanish before the English version is released. Copies of the PSA will be distributed to family resource centers and regional centers. Elaine requested a copy. Contact Cheryl Holden if you want to have the PSA shown on your local TV station. Distribution of the PSA must be coordinated with DDS Public Relations staff. Later it will be translated into Chinese, Korean and Vietnamese.

Parents' Rights brochures are being discontinued. DDS wants parents to receive the full, comprehensive information contained in the booklet. Pat asked for feedback from the committee regarding whether to develop a family brochure or booklet on the IFSP process. Committee members recommended a simple, concise booklet. Expectations of parents in the IFSP process should be covered. Another suggestion was to include information in the Service Coordination Institutes - Foundations (SCIF) on how to use the Early Start materials, especially parents' rights information. Pat confirmed this is currently part of the curriculum.

BabyLine – See report attached. DDS is preparing to accept calls in Chinese and other Asian languages.

Service Coordinator's Handbook — Will be disseminated to attendees at SCIF and to a sampling of family resource centers and all ICC members. Feedback will be solicited and a new section on Health Services, including Vision & Hearing will be added.

Early Start Website — The Central Directory is ready to be posted. It is expected that the site will be active by mid-April. ICC information will be on the website.

*Alcohol and Drug Programs* — none

*California Department of Education* – no representative present

#### **7. Early Start Resources Update–**

From Jan 1-Feb 28, 2001: 47,726 resources disseminated; 32,044 items on backorder due to ESR staffing shortages

Central Directory printed; disseminated next week

Revised Early Start Laws & Regulations printed; disseminated next week

Service Coordinator Handbook printed; disseminated next week at Institute

Early Start Connections – Summer issue will focus on Natural Environments

#### **8. Other**

- Foster care outreach – deferred to next meeting
- Follow-up on prior activities

#### **9. Next Agenda**

- 1) Report on ICC Orientation materials
- 2) Target audience for foster care outreach
- 3) Media Kit – define purpose and share ideas and strategies
- 4) Follow-up on prior activities

#### **ACTION ITEMS:**

- 1) Identify key players in foster care system—bring ideas/names to next PAC.
- 2) PAC ICC Orientation subcommittee bring draft of updated Orientation materials to next meeting.
- 3) Pat H/Cheryl to bring to next PAC meeting a copy of old Media Kit.
- 4) PAC members bring to next meeting any prior presentations on Early Start Public Awareness & Outreach.
- 5) Cheryl bring copies of FRCN Outreach presentation and participant packet overview.
- 6) Pat W to connect with Nenita re: volunteering at Early Start booth at CWS Summit
- 7) Pat W to connect with Nenita, Zelna and Elaine re: volunteering at Early Start booth at IDA
- 8) Pat H to check with Pat Aguiar re: DDS representation on Stakeholders DWS Group
- 9) Pat W to e-mail Shirley FRCN PowerPoint presentation.
- 10) Martha to get info to Pat W on Fiesta Educativa
- 11) Pat W to ask Valerie Charlton on participation in WIC and MCH conferences.
- 12) Pat H to bring recorder to next meeting since Elaine is unable to attend.
- 13) Pat W to e-mail action items to all PAC members.